

WOMAN'S HERALD

Devoted to the Household, the Fashions and the Activities of Women.
MARY MARSHALL, Editor.
DAILY DEPARTMENT OF THE WASHINGTON HERALD.
Correspondence is invited. Address all communications to the Woman's Editor of The Washington Herald.
WEDNESDAY, JANUARY 20, 1915.

Who Are the Buyers?
"Ninety per cent of the purchases made in the shops and stores of this country every day are made by women." This statement was made by one of Washington's most prominent "anties," who has recently returned from a convention in New York of those who oppose the cause of woman's vote.

Apparently this fact that women are the buyers of the race has some direct bearing on the argument that they should not have the vote. The argument probably is that they have privileges enough without asking for more.

But aside from the question of suffrage or no suffrage it is an interesting fact that this fact that women make 90 per cent of the purchases. Doesn't it mean that it is woman's taste that, in the end, guides the manufacturers of commodities and directs the merchants who buy from these manufacturers?

Take furniture and interior fixings alone. Women make 90 per cent of the purchases of furniture and carpets and rugs and curtains! Men are too busy to go out shopping. Business nowadays takes so much of a man's time that he leaves the important work of selecting the furniture for his house to the women—to his wife, his sister, or his mother. He trusts her, too, and knows that probably her taste is better than his, that she will be able to buy what he will like better than he would himself.

As a result of this tendency women have become educated as buyers while men have not. Women have become discriminating. They have learned the science of shopping. It is one of the most important things that they have to do.

MRS. PUNK OUT FOR "CAUSE."

Will Address Three State Legislatures and Many Mass Meetings.

Mrs. Antoinette Funk leaves Washington today for a speaking tour, in which she will address three State legislatures on the subject of Presidential suffrage. Tomorrow night she will speak in Montpelier, Vt., at a hearing before the whole Vermont house of representatives. On the 24th she will be the principal speaker at a mass meeting in Indianapolis, and from there will go to Concord, N. H., where there will be the principal speaker at a mass meeting in the New Hampshire legislature, which has nearly as many members as the National House of Representatives.

LECTURES FOR CHARITIES.

Miss Janet Richards tells of her travels in Warring Europe. "Peace and War on a European Holiday" was the subject of a lecture yesterday in Woodward & Lothrop's auditorium by Miss Janet Richards for the benefit of local charities. The address was the first of a series of entertainments planned by the District Federation of Women's Clubs to raise funds for charitable purposes.

WILL HOLD OPEN HOUSE.

A. W. C. A. to Entertain Callers at Its New Quarters.
"Open house" will be maintained from 3 until 6 o'clock today at the new quarters of the A. W. C. A., 619 Fourteenth street northwest. Mrs. Woodbury, publisher, chairman of the membership committee, will be in charge of the entertainment.

"MADE IN U. S. A." PLEDGE

—For—
Readers of the Herald.

Any woman interested in the Woman's National Made in U. S. A. League can join by signing this pledge and sending it to the national headquarters of the Woman's National Made in U. S. A. League, 503 Munsey Building, Washington, D. C. This is a chance to show your patriotism and to help your fellow-countrymen and women in all parts of the United States. There are no dues and no obligations except to make an effort to keep the pledge.

"Having read in The Washington Herald about the Made in U. S. A. League, I pledge myself for the welfare of our country, while the war lasts, to demand and buy, whenever possible, everything 'Made in U. S. A.' and urge my friends to do likewise."

Name _____
Address _____

Fashion's Last Word--Narrow Shoulders!



Here are two charming late-winter models, showing several of the fashion points that are quite likely to prevail throughout the spring. Sleeves are growing longer and falling below the elbow. The kimono sleeve is doomed—for arm holes are snug and well defined. Coats are to flare toward the hips, but the waist line of the sleeve is growing smaller. Hips are growing rounder and more bouffant. The costume at the left shows a combination of sand-color broadcloth, such for taborette with in shades of dull gold and brown. The gown at the right is a combination of white and black chiffon tulle with edging of black velvet.



New York Bureau of The Washington Herald, 340 Fifth Avenue, N. Y. City.

The world—at least that part of it that is interested in fashions—is somewhat tired of the war. One thing that shows this is the naming of various popular shades. In some shops the new colors are called by names suggestive of the war—dove blue, battleship gray, etc. But in others there is Arizona silver, a lovely sparkling, and yet soft, shade of gray. Rocky Mountain blue, Newport brown, Tuxedo tan, and even Palm Beach sand. These names, suited of course only to this country and more especially to the eastern half of it, are rather pleasant to the grim names that picture the war. For what have women's fashions to do with war? When we wear pretty clothes, we do not wish to be sad.

It is said that when demands were first made on them by American buyers for late winter model spring clothes, the French dressmakers sadly replied that they had no heart for clothes. How could they think of any kind of clothes save those that would keep their men at the front from freezing? The wiser, the more far-seeing, of the French dressmakers, however, urged that the American trade in model spring clothes might be made of the greatest help to France. It would stimulate French industry, give employment to thousands. So, the French have been planning as usual, and will soon be progressing. Already, it is said, more advance orders have been placed with the French dressmakers for late winter model spring clothes than at a corresponding date last year, and many American buyers of women's clothes are either in Paris or on their way there.

Big Skirts, of Course.
There is no doubt of big skirts. They are already worn with a diameter of three and a half or four yards around the bottom. The method of disposing of the fullness has been well demonstrated, without the awkwardness that often marks the preliminary phase of a new style. Sometimes, in soft or sheer fabrics, the skirt is cut without gore, and the fullness is softly adjusted by means of shirring at the hips. Sometimes, however, even in heavy and stiff fabrics,

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HOROSCOPE.

Wednesday, January 20, 1915.

According to astrology this is a day fairly fortunate, but care should be exercised in every important undertaking, since Saturn is strongly adverse. Early in the morning Uranus is slightly evil in influence, while Jupiter is mildly benefic, but in the evening Neptune and the Sun rule powerfully to good.

Under Saturn's evil influence it is held that the judgment is poor. A gloomy view of life is likely to retard positive action and it is wise to delay all affairs of importance. While his sign prevails colds are often epidemic. Danger from falls also is increased. The rule is encouraging for certain business transactions, provided the utmost caution guides all negotiations. Judges, lawyers, brokers, and bankers should benefit.

The evening is a most propitious time for state banquets or other formal entertainments. The visit of a foreign envoy is foretold and the seers declare that his mission will be most important. Seismic disturbances are predicted for Central China, Borneo, and Java. A heavy drain on the United States Treasury is said to be presaged by the planets. This will cause serious problems for the government and will result in increased taxation. An unusual outlay for military matters is foretold and the navy will cost immense sums, owing to sensational incidents.

Marriage will multiply, despite financial apprehensions, and there will be many apparently ill-matched alliances among the wealthy. The death of a financier is foretold. According to the seers, he will pass away suddenly and will leave immense endowments to hospitals.

Arizona, Montana, and other Western States have the prognostication of anxiety engendered by a religious sect, possibly the Mormon Church. The South is said to be presaged by the planets. This will cause serious problems for the government and will result in increased taxation. An unusual outlay for military matters is foretold and the navy will cost immense sums, owing to sensational incidents.

Band Concert Today
By the United States Soldiers Home Band Orchestra, John S. M. Zimmerman, director, at Stadium Hall, this evening at 7:30 o'clock.



January 20—Susanne Wesley, Anne Jimena Clough, "Mara."

The name of Susanne Wesley is held in grateful remembrance by thousands and thousands of those who count themselves the followers of John Wesley, the founder of Methodism. Susanne was born in 1689 and was married when twenty-one to Samuel Wesley, the elder, who was seven years her senior. Samuel was a poor curate in the church of England and the young couple lived for years with a less capable woman would have been actual poverty. It is said that Susanne Wesley owed her conversion from "heresy" to her husband.

Susanne Wesley had nineteen children, several of whom besides the great John Wesley showed unusual abilities. All the daughters of the Wesley family showed remarkable abilities, and they were all highly educated, receiving practically equal opportunities with their brothers. But in spite of these opportunities three of them were married very unhappily. Anne Jimena Clough, who was born ninety-five years ago today, was the sister of the poet, Clough, and famous as the first principal of Newham College, the women's department of Cambridge University, England. During her childhood Miss Clough lived with her family by Charleston, S. C., returning to the home of her family in England when she was grown to woman's estate. It was Miss Clough's ambition to write, but stress of circumstances made it necessary for her to go to school teaching. Added to this she often had to spend much time helping her mother with household duties so that there was little time for her to attempt to realize her ambition. In the course of time she gained a high reputation as an educator and, when in 1851 Newham College was opened at Cambridge, she was elected its first head. In spite of the fact that Miss Clough was markedly lacking in method or organizing ability she was a very successful head of this famous women's college.

Another famous woman born on January 20 is "Mara," whose real name was Elizabeth Schmelling. She was a very famous German singer of the last century.

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MISSION WORKERS TO MEET.

Florence Crittenton Leaders Will Gather in Washington Today.

Officers and delegates from sixty-eight Florence Crittenton Mission homes in all parts of the United States will meet at 10 o'clock today for their thirty-third annual conference in the parish hall of Trinity P. E. Church, Third and C streets northwest. The convention will last for three days.

Problems of caring for destitute and erring girls and women will be discussed by the convention. The meeting will be held at the church, and there will be a reception this evening at the Raleigh Hotel. A mass meeting will be held tomorrow evening at Metropolitan M. E. Church. The final meeting on Friday evening will be held at the Crittenton Home, at 28 Third street.

PLAN MOUNT PLEASANT SOCIAL.

Citizens Will Get Together Friday at Keneaw.

A departure in social gatherings will be the "get-together" meeting of Mount Pleasant citizens Friday night at the Keneaw, sixteenth and Irving streets. It is suggested that such a gathering of citizens for the advancement of a community's interests is original in Washington. It being a social as well as a business session.

About 200 persons are expected to attend the meeting, at which addresses will be given by G. Groverman Dawe, originator of the movement, and Richard R. Watrous, secretary of the American Association. Mrs. A. D. Melvin and George Thompson are to furnish musical entertainment.

Chief Clerk Resigns Position.

The resignation of James I. Parker, chief clerk of the Interior Department, for the past two years, was filed yesterday. Mr. Parker will practice law in this city. He is a native of Indiana. He has been in the Interior Department since the Cleveland administration and entered the Interior Department in a clerical capacity. He has advanced steadily and received the position of chief clerk of the department in July, 1911.

TODAY'S FASHION NOTE

It is a strange thing, said the girl who had just come to Washington, "that the women here don't smoke. Why, in New York and home in Chicago, at almost every dinner party there is a cigarette case to be considered smart. At tea time in the big hotels or anywhere where women gather, you are sure to see a puff of smoke. And here in Washington, where there is the precedent of the diplomatic colony it really seems very strange that you never see women with cigarettes."

Then the woman who had lived in Washington all her life or at least long enough to pass as a real Washingtonian, explained that just because you didn't see cigarette smoking among the women in the large hotels, and just because occasionally when women had tried smoking in public places in Washington, they had been made to feel the inappropriateness of it, was no reason to believe that women in Washington did not indulge in an occasional cigarette just the same.

But there is a certain restraint, a dignity, not to say caution, about the action of women in diplomatic or other official life in Washington. In New York women rather like to do daring things, but in Washington they don't. In the embassies, and the legations especially, at tea hour

An attractive waist, adaptable for development in silk or linen. The vest has the director collar cut in one with it. The skirt is a three-piece model with a circular yoke. Three and one-half yards of 54-inch material make the skirt, while 1 1/2 yards are needed for the waist. Pictorial Review, Waist No. 1987. Sizes, 32 to 46-inch bust. Price, 15 cents. Skirt No. 5593—Sizes, 32 to 46-inch waist. Price, 15 cents.

American Woman Sends FOURTEEN TONS OF THE BEST Tobacco to the Soldiers



Fourteen tons of tobacco, made into cigars, cigarettes and pipe tobacco, as well as chewing tobacco, will be taken to the soldiers at the front tomorrow by Mrs. Lopp, the result of donations from public spirited citizens in this country and Europe. Mrs. Lopp has been connected with the American hospital in Paris, and, with her husband, has visited the battlefield.

MRS. CLARA W. LOPP

"Any man on the firing line will tell you he would rather have tobacco than bread."

"You can fit a little smoke to a big man's mouth, but you can't fit a little shirt to his broad back."

"I remember a Heilgen soldier, a Turkish cigarette, one of those gentle, sweet-smelling affairs that you see in a parlor with a 'thing' at the end opposite the fire. The soldier thought it was candy and ate half of it."

Mrs. Clara Washington-Lopp, the most unusual of all the good works carried on behalf of the poor soldiers of Europe is that which has interested Mrs. Clara Lopp, a prominent New York society woman, who has just sent fourteen tons of the best smoking and chewing tobacco to Europe. The tobacco went by way of the ship Rochambeau from New York yesterday and will arrive at Havre to be distributed among the soldiers who are longing for a smoke.

The tobacco was made into cigars, cigarettes, pipe tobacco, chewing tobacco, "cut plug," long green, and every other shape to delight the nostrils of the fighting men of Europe.

Harvard Club Dinner.
New York, Jan. 19.—The annual dinner of the Harvard Club of New York will be held in Harvard Hall in the clubhouse on the evening of Friday, January 23 at 7:30 o'clock. Prior to the dinner a reception to the guests will be held in the front reading room on the second floor. The president of the club, Amory G. Hodges, will preside, and the speakers will include President Lawrence Lowell, Maj. Gen. Leonard Wood, Charles P. Howland, and Hon. Franklin D. Roosevelt, Assistant Secretary of the Navy. The speaker of the music, Francis Rogers, will be in charge of the music.

That Tightness of the Stomach

Caused by Formation of Nauseous Gases, from Undigested Food—Quickly Stopped with a Stuart's Dyspepsia Tablet. Trial Package Free.

When you feel as if your stomach was being tightly choked—when the pain is intense and you break out in a cold and clammy sweat, and there is a lump in your throat and you are weak and nauseated—all you need is a Stuart's Dyspepsia Tablet to clear away the wreckage of undigested food left in your stomach and intestines and restore you to your normal self again. And this can all be accomplished within a few moments.

Thousands of people have learned to well how sure and dependable Stuart's Dyspepsia Tablets are for all stomach ills that they are never without a package at home and at the office, and upon any indication that the stomach is a little weary, they take a Stuart's Tablet after each meal for a few days until the digestive organs get rested up again.

This is a splendid plan to follow and always results in much good. The appetite is improved, the food is relished more, your sleep is more refreshing, and your disposition will make you friends instead of enemies.

FREE TRIAL COUPON
F. A. Stuart Co., 150 Stuart Building, Marshall, Mich. Send me at once, by return mail, a free trial package of Stuart's Dyspepsia Tablets.
Name _____
Street _____
City _____ State _____

HOUSE-WIVES DAILY ECONOMY CALENDAR

THE HOUSEWIFE'S COMPLEXION.

One thing that the housewife ought to be thankful for and that is that she may if she chooses have a beautiful complexion. The girl who has to start out early every day—dry weather or damp, in cracking winds and bleaching heats—to her daily toil, and must remain at work all day, has nowhere near so good an opportunity to have a beautiful complexion. The girl at her work has little opportunity to refresh her complexion in the middle of the day. The soothing face bath of cool water, the cold cream rub, or the application of water-soaked cloth that does a great deal to refresh the skin when you are at home must be denied her on work days.

The housewife, to be sure, if she does all her own work, has to expose her face to considerable dust and grime. But this really need do no harm. Before doing any particularly dusty work, the housewife should rub a little cold cream on her face, and apply a slight sprinkling of powder. Not enough to show of course, but just enough to protect the skin. Then as soon as the dusty work is over the housewife should give her face a thorough bath.

For the thorough bath after a really dusty piece of work nothing is better than a real soap and water scrub—and nothing is better than liquid green soap for this. This soap is almost brutal, but it isn't when it is properly done. First, thoroughly scrub the hands and make sure that the fingers are clean. Then draw a basin half full of water—soften it with a drop or so of benzoin if the water is naturally hard. Now with the hands cover the face thoroughly with water. Add a few drops of liquid soap to the palms of the hands and work into a good lather. Now apply to the face and for several minutes work thoroughly into the face and neck, adding more water and more soap if necessary. Never put the liquid soap directly on the face, but always into a lather first in the hands.

After this thorough soap bath be sure and rinse off every vestige of soap and pat the face dry. But don't imagine that your face is perfectly clean yet. Now make a solution of a little either starch or a little alcohol, mix thoroughly and apply to the face with a piece of absorbent cotton, being very careful not to get the starch or alcohol into the eyes. This marks the end of the first stage of the bath. It is thoroughly cleansing and does no harm to the finest skin. As soon as this has dried, which is practically immediately after it is put on, your face is ready for a gentle rub with some soothing cream. Use just a very little of the cream and rub lightly in with the tips of the fingers. Wipe off all signs of the cream, dust with a suggestion of fine powder and, lo, mistress remember! all signs of the dust and grime are gone.

Remember that there is no harm done to your face to let it get dusty, even dirty. The harm comes in getting it remain that way. It is even worse than letting the face remain dirty in the practice indulged in by so many housewives of half washing their faces a dozen or so times a day. As a matter of fact water is not especially good for the skin. That is, it is good only in so far as it is the best known cleansing agent for general purposes. When you wash your face thoroughly with water, you wash off all dirt you are doing yourself some good, but half a wash is worse than none.

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